

National Park Service  
U.S. Department of the Interior  
Glacier National Park



# Social Media in Glacier National Park

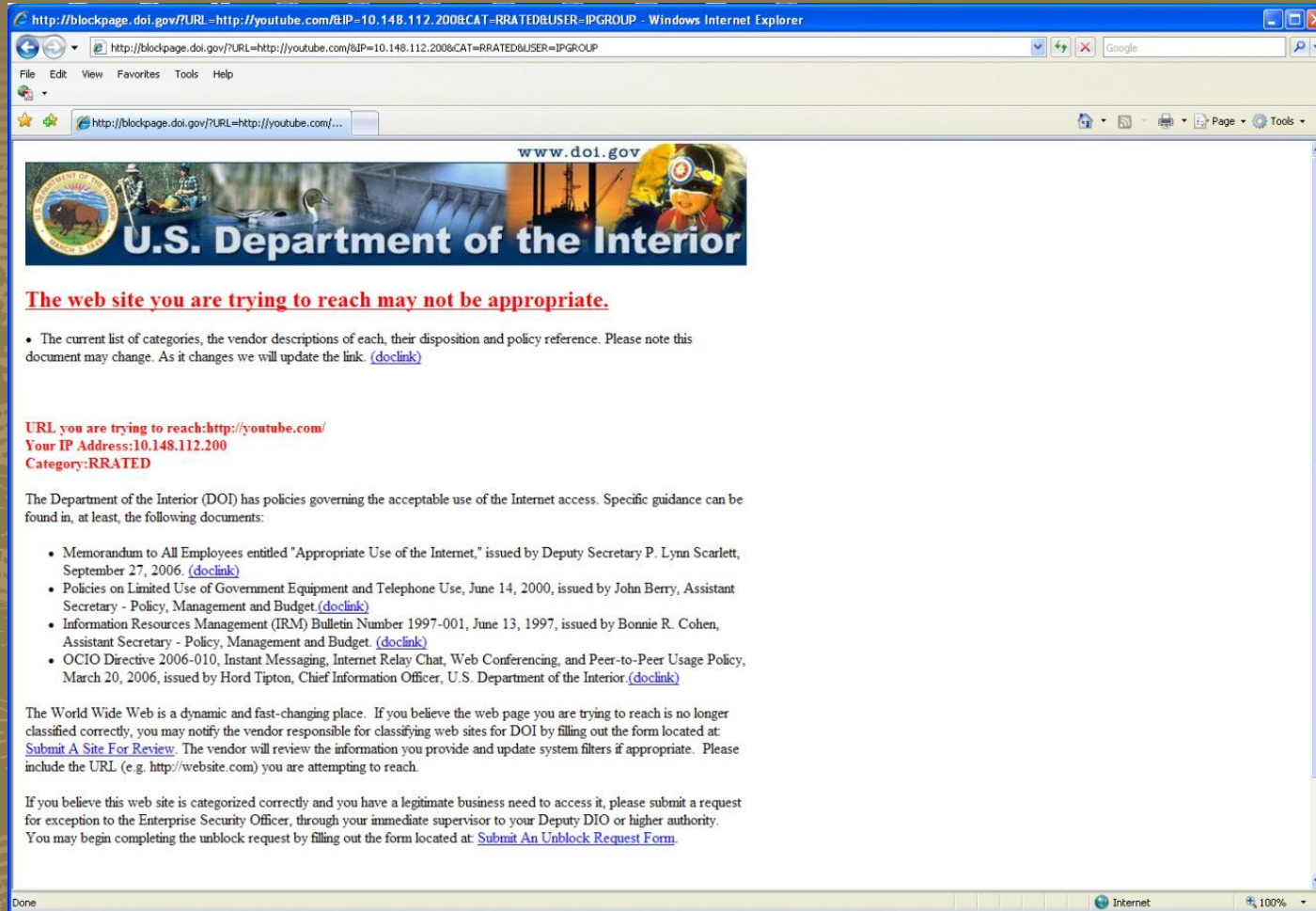
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# Sites Glacier is Using

- Facebook
- Twitter ([hootsuite.com](http://hootsuite.com))
- YouTube
- Flickr
- [nps.gov/glac/parknews/blogs.htm](http://nps.gov/glac/parknews/blogs.htm)

# Blocked on DOI Computers



# Sites Glacier is Using

- Established a Social Media Committee.
- Why even do it?
- Identified tools we would use.
- How we would use the tools.
- Established rules on engagement.
- Established decision tree flowcharts for posting topics and responding to public posts.
- Wrote and presented a proposal.
- Glacier National Park Fund provided hardware and internet access (belongs to them).



# 36 CFR 1 5.1

- Commercial notices or advertisements shall not be displayed, posted, or distributed on federally owned or controlled lands within a park area unless prior written permission has been given by the Superintendent. Such permission may be granted only if the notice or advertisement is of goods, services, or facilities available within the park area and such notices and advertisements are found by the Superintendent to be desirable and necessary for the convenience and guidance of the public.